

# ORDER



<b>Orders</b>	<b>Order / Rev:</b>	105455		
	Alt Order #:	06841132		
	Product Desc:	BERKLEY FOR SENATE		
	Estimate:	60		
	Flight Dates:	08/14/12 - 08/20/12	Primary AE:	Amy McCreary
	Original Date / Rev:	08/13/12 / 08/13/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
<b>Agency</b>	<b>Name:</b>	<b>Shorr Johnson Magnus</b>		
	Buying Contact:			
	Billing Contact:			
	1831 Chestnut St.	Billing Type:	Cash	
	Philadelphia, PA 19103	Billing Calendar:	Broadcast	
		Billing Cycle:	EOM/EOC	
		Agency Commission:	15%	
<b>Advertiser</b>	<b>Name:</b>	<b>Berkley, Shelley for Senate</b>		
	Demographic:	A35+		
	Product Codes:	PLC01		
	Priority:	SELECT PRIORITY CODE		
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/18/12	1	\$1,000.00	\$850.00		August 2012	1	\$1,000.00	\$850.00	0.00
					Totals		1	\$1,000.00	\$850.00	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	28%	\$1,000.00
Market	100%	\$3,571.43

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	29%	\$1,035.71
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$892.86
KTUD	0%	\$0.00
KVVU	15%	\$535.71
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$107.14

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/18/12	08/18/12	News 3 Today - SATURDAY		9am-930am	-----S-	1:00	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News 3 Today - SAT															
NEWS															
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 08/13/12		08/19/12		-----S-		1		\$1,000.00		0.00					

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News 3 Today - SAT																
NEWS																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>										
Week: 08/13/12		08/19/12	-----S-	1	\$1,000.00	0.00										
														Totals	1	\$1,000.00